

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WBRC

Date:

10/11/12

I, Scott Stone,
being/on behalf of: Friends of Judge Cole, a legally
qualified candidate of the Republican political
party for the office of: Circuit Judge
in the General
election to be held on: Nov. 6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: \$ 2,932.50

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Judge Cole

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bill Cole

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

10/11/12
Date

Scott Stone
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Duncan
Signature

DAVE DUNCAN
Printed Name

GSM
Title

Bob Riley and Associates
3066 Zelda Road #321
Montgomery, Alabama
205-542-0203

MARKET: BHM
ADVERTISER: COLE

STATION: WBRC
STATION REP: Dave Duncan
PHONE #s: 205-583-4301
EMAIL: dduncan@wbrc.com

MEDIA BUYER: Minda Campbell
PHONE: 205-542-0203
EMAIL: mrileycampbell@gmail.com

START DATE:		22-Oct-12	END DATE:		5-Nov-12
TOTAL WEEKS			TOTAL COMMERCIALS		
2			10		

TV INSERTION ORDER	
DATE: 11-Oct-12	
INSERTION ORDER #:	1
PLEASE INCLUDE OUR INSERTION ORDER NUMBER ON ALL STATION INVOICES - THANK YOU!	
<input checked="" type="checkbox"/> X	NEW ORDER
<input type="checkbox"/>	CANCEL
<input type="checkbox"/>	REPLACES & SUPERCEDES
our Ins Order # X	
dated X	

[illegible]

MEDIA GROSS:	\$3,450.00
DISCOUNT @ 15%:	\$517.50
NET DUE MEDIA:	\$2,932.50

SPOT IDs / TITLES / RUN DATES:	INSTRUCTIONS: SYSTEM CONFIRMATION REQUIRED
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Bob Riley and Associates (AGENCY) as Agent for the Advertiser named above, has been authorized by the Advertiser to initiate and administer media placements on their behalf. By executing this insertion order/schedule, this Station/Media Outlet recognizes AGENCY as an Agent of the Advertiser and acknowledges that the Advertiser, not the AGENCY, is ultimately liable and responsible for any and all payments due this Station/Media Outlet regarding this Advertiser. AGENCY acknowledges fiscal responsibility to the Station/Media Outlet only when, and to the degree, it has been paid by the Advertiser. The Station/Media Outlet is not authorized to implement this insertion order/schedule until AGENCY has received a signed copy acknowledging its receipt and acceptance of the conditions herein!

PLEASE SIGN, DATE & RETURN A COPY OF THIS INSERTION ORDER/SCHEDULE ASAP. THANK YOU.

STATION/MEDIA REPRESENTATIVE		Date
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X _____
MEDIA BUYER _____ Date _____



WBRC-TV

ORDER

Print Date 10/12/12

Page 1 of 1

Flight Dates 10/22/12-11/05/12Contract / Revision 835144 /Original Date / Revision
10/11/12 10/12/12Advertiser Friends of Judge ColeAgency Bob Riley and AssociatesBuying Contact3066 Zelda Road
#321
Montgomery, AL 36106Primary Account Executive
House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

ProductAgency Com 15%Billing Contact3066 Zelda Road
#321
Montgomery, AL 36106Sales Office L-BIRSales Region LocalAgency RefOrder Sep 00:15:00Estimate #Alt Order #Billing Type CashOrder Type GeneralBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes Agency General AiGen-GenerProduct Codes PL80Priority P15Advertiser Ref

Order Share % Market Value

Competing Station % of Order Amount

WABM	%
WBIQ	%
WBMA	%
WBRCb	%
WCFT	%
WCIQ	%
WDBB	%
WIAT	%
WJRD	%
WJSU	%
WPXH	%
WTJP	%
WTTO	%
WVTM	%

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	5	\$1,466.25	\$1,725.00	30.00	10/01/12	10/28/12	5	\$1,466.25	\$1,725.00
November 2012	5	\$1,466.25	\$1,725.00	30.00	10/29/12	11/02/12	5	\$1,466.25	\$1,725.00
Totals	10	\$2,932.50	\$3,450.00	60.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	10/22/12	11/05/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	MTWTF--	:30	5	\$345.00	P 2	6.00	NM	10	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$345.00		6.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$345.00		6.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
														Totals	10 \$3,450.00